

Comparison of Data Hub and Visualization Tool Platforms



Power BI and similar visualization tools excel at providing quick access to business data, but they often fall short when it comes to data management and performance optimization. Even those with built-in data management features can be complex and difficult for casual users to navigate.

This chart explores the most common data management challenges associated with visualization tools and explains how modern data hubs can effectively and affordably overcome these limitations.

DATA HUB PLATFORMS

- Data is extracted from ERP, data lakes, Excel files.
- All data is integrated and business logic is added.
- Data can be augmented with additional master file and other info (e.g., plans and forecasts).
- Data cleanup is provided.
- The resulting data hub provides a single source of curated data that:
 - Is high-quality, organized and easy-to-understand
 - Can be used by proprietary data hub “viewers,” Power BI, Excel
 - Gives businesses more control over their data
 - Connects employees in different departments
 - Includes pre-built data calculations
 - Allows for better cost and time efficiency
 - Supports data write-backs to transactional systems and the preservation of historical data during ERP migrations
 - Increases data optimization

VISUALIZATION TOOL PLATFORMS

- Data is usually dumped into a data lake.
- Reports must be hard-coded to extract the data.
- Required hard coding can cause potential issues.
- User error is a potential issue due to platform complexities.
- A significant amount of logic needs to be added for business data like taxes, multicompany info, AR, etc.
- Does not support calculated columns.
- Visualization tools require increased maintenance.
- In general, only analysts, IT, and consultants can use the visualization / reporting tools.
- No data write-back capabilities are provided.
- Overall cost can be high, with recent benchmark studies claiming a mid-sized company can spend well over \$10K per month for the data platform alone – exclusive of the costs to acquire the visualization and reporting application.